

# We Told The Truth and People Believed Us NOW IT'S A WHOLE NEW BALL GAME!!

We're doing it. We're really, really doing it. Sales this year are up a whopping 85%. And still going strong. Needless to say, the outlook was not always so rosy. But yesterday was yesterday. We fixed what needed fixing, and frankly we'd rather not dwell on the past. We'd much rather dwell on the little hero that put us back in the running again: The Renault 10. The car does everything an economy car should do, and does it well. It is the complete economy car. It gets an honest 35 miles to the gallon. It can, thanks to its 5 main bearings, cruise all day long at a top speed of 84 m.p.h. (Some great big cars don't have 5 main bearings.) It can, thanks to its 4-wheel disc brakes, stop on a dime. It goes 40,000 miles on a set of our Michelin X tires. (\$5 more per tire, but well worth it.) It goes 18,000 miles or 2 years before you even have to consider water or anti-freeze. It has seats that give cars costing \$5,000 a run for the money. But the Renault 10 costs under \$2,000. Way under \$2,000. If all this sounds a bit boastful, please forgive us. It's just that it feels so great to be on the way up again. In fact, things are looking so good that we've just signed a 20-year lease on a new national headquarters building in Englewood Cliffs, N.J. We plan to be in this ball game a long, long time.



**BRAND NEW 1968**

**RENAULT 10**

**\$1795**

PLUS  
T & L  
D & H

Renault-10 gives you big-car comfort, small-car economy, and luxury-car craftsmanship plus the automotive features that mean roadability. Disc brakes on all four wheels, unibody construction and 4-wheel independent suspension are standard equipment on Renault-10. Automatic transmission optional.

JUST \$53.97 Per Mo. for 36 Mos.

Includes Tax and License & all carrying charges  
AFTER \$299 DOWN CASH OR TRADE. Your old car will probably make the down payment.

## NEW 1968 RENAULT TRADE-INS TRANSPORTATION SPECIALS

<p><b>'57 Renault</b> Dauphine Sedan. Good body and tires. Needs work. #P-815A. <b>\$79</b></p>	<p><b>'63 Oldsmobile</b> Cutlass Convertible. Auto. mat. console shift, radio, heater, whitewalls. White finish, white top. #URA 935. <b>\$595</b></p>	<p><b>'60 Peugeot</b> 4-Door Sedan. Radio, heater, chrome roof. A little rough but runs good. #933A. <b>\$149</b></p>	<p><b>'64 Honda '300'</b> Saddle seat, windshield, dual mirrors. #898A. <b>\$350</b></p>
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### QUALITY USED CAR SPECIALS

<p><b>'66 RENAULT DAUPHINE SEDAN</b> 4 speed, radio, heater. Only 19,000 actual miles. Like new. 40 miles per gallon. #212A. <b>\$995</b></p>	<p><b>'65 RENAULT R4 4-DOOR SEDAN</b> Automatic transmission, radio, heater, whitewalls. Solid white-red vinyl interior. #832A. <b>\$1095</b></p>	<p><b>'65 RENAULT R4 4-DOOR SEDAN</b> Automatic, radio, heater, whitewalls, new roof top, vinyl interior. #923A. <b>\$1095</b></p>	<p><b>'62 RENAULT DAUPHINE GORDINI</b> Radio, heater, 4-speed. Silver finish, excellent condition. #873A. <b>\$595</b></p>	<p><b>'63 CORVETTE STING RAY</b> With detachable hard-top. Automatic, AM-FM radio, whitewalls, power steering and brakes, etc. <b>\$2495</b></p>	<p><b>'62 Austin Healey "300" ROADSTER</b> Bright red, new black top. New tires, wire wheels, radio and heater. #P-885. <b>\$995</b></p>
<p><b>'66 RENAULT R4 4-DOOR SEDAN</b> Automatic, radio &amp; heater, burgundy finish, light vinyl interior. 35 miles per gallon. #P-815. <b>\$1295</b></p>	<p><b>'66 RENAULT R4 4-DOOR SEDAN</b> 4 speed, radio, heater, whitewalls. Beautiful red vinyl interior. #210. <b>\$1295</b></p>	<p><b>'64 RENAULT R4 4-DOOR SEDAN</b> 4 speed, whitewalls, blue finish, vinyl interior. Looks &amp; runs like new. #933A. <b>\$795</b></p>	<p><b>'66 MUSTANG HARDTOP COUPE</b> Radio, heater, bucket seats, wire wheel covers. Only 14,000 actual miles. #U794A. <b>\$1799</b></p>	<p><b>'61 VOLVO 122S SEDAN</b> Radio, heater, whitewalls. Excellent condition. #P-959. <b>\$895</b></p>	<p><b>'63 CARVELLE CONVERTIBLE</b> With detachable hard-top. 4-speed, silver finish with black bucket seat interior. #P-950. <b>\$995</b></p>



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## MUSTANG COUNTRY

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**MUSTANG CORRAL**

TREMENDOUS SELECTION OF USED MUSTANGS

1965's — 1966's — 1967's

- \* Hardtops
- \* Fastbacks 2+2's
- \* Convertibles
- \* V-8's
- \* 6 Cylinder
- \* Big V-8's
- \* Cruisomatics
- \* 3-Speed Sticks
- \* 4-Speed Sticks
- \* Some with Factory Air Conditioning.

While They Last  
New 1967

**MUSTANG CONVERTIBLES**

5 TO CHOOSE FROM

V-8, white power top, Cruisomatic, wsw radio & heater, power steering, wheel covers, tinted glass, deluxe seat belts. Stock #5297.

**\$2907**

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**T-BIRDS**

'64's '65's

Both have full power & factory air conditioning. Both cars are like new. Both sold new by Soderstrom Ford. Must be seen to be appreciated. These Birds are Priced to Sell.

**SAVE \$ \$**

**'62 FORD FAIRLANE 500**  
4-Door V-8, automatic transmission, radio & heater, power steering. Extra Nicel! Stock #3512.  
**\$1099**

**'65 FORD L.T.D. 2 TO CHOOSE FROM**  
7 & 4-Door Hardtop. Ford's Best!! Has V-8, automatic transmission, power steering. White with Black Landau top. Exceptionally nice inside & out! Stock #3563.  
**\$2399**

**'64 CHEVROLET IMPALA**  
Super Sport. White with Silver interior. Radio & heater, automatic transmission, full power & factory air conditioning. Runs & looks like new!! Stock #3514.  
**\$1899**

**CLOSEOUT—EXECUTIVE CARS**

10 TO CHOOSE FROM

**1967 Chevrolets & Fords**

Many equipped with Factory Air Conditioning, power, V-8's, automatics, 2 & 4-door hardtops & sedans. Stock #3441.

**\$2499**

**1/2 TON PICKUPS**

Several to Choose From 4's or 6's. Automatic transmission or sticks. Radio and heater, custom cabs, etc. Stock #3587.  
As Low As **\$499**

**TRANSPORTATION SPECIALS**

**'59 FORD GALAXIE HARDTOP**  
Power steering, V-8, automatic transmission, radio & heater, big new tires. All white finish. New brakes. Excellent mechanical condition. Stock #3581. Won't last long at **\$399**

## SODERSTROM

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# CAR PRICES SLASHED!

SHARP CLEAN NEW CAR TRADE-IN WITH OUR EXCLUSIVE  
**24 MONTH WARRANTY -- NO MILEAGE RESTRICTIONS**

<p><b>'66 OLDSMOBILE</b></p> <p>Delta Holiday Sedan. Air Conditioning, power steering, power brakes automatic transmission. Loaded — local one owner — low mileage. Beautiful blue. License RSM 654.</p> <p>YOUR PRICE <b>\$2595</b></p>	<p><b>'65 OLDSMOBILE</b></p> <p>88 4-Door Sedan. Air Conditioning, power steering, power brakes, automatic transmission, radio, heater, head rests—loaded. Yellow with beige interior. Lic. PFW 916.</p> <p>YOUR PRICE <b>\$2099</b></p>	<p><b>'66 CHEVROLET</b></p> <p>Caprice Station Wagon 6-passenger. Automatic transmission, radio heater, white sidewall tires, power steering, power brakes. A beautiful turquoise with simulated wood paneling. A beauty. License SQC 703.</p> <p>YOUR PRICE <b>\$2450</b></p>
<p><b>'66 OLDSMOBILE</b></p> <p>Delta 4-Door Sedan. Air Conditioning, power steering, power brakes, automatic transmission. Gorgeous turquoise color, completely equipped. Low mileage—one owner. Lic. TUU 623.</p> <p>YOUR PRICE <b>\$2495</b></p>	<p><b>SPECIAL OF THE WEEK!</b></p> <p><b>'66 MUSTANG HARDTOP</b></p> <p>Coupe. Factory air conditioning, power steering, radio, heater, V-8 engine, whitewalls. Low mileage, one-owner car. Turquoise finish, matching vinyl interior. Very immaculate car. TEP 430.</p> <p>YOUR PRICE <b>\$2295</b></p>	
<p><b>'66 OLDSMOBILE</b></p> <p>Delta Holiday Coupe. Air Conditioning, power steering, power brakes, automatic transmission. Burgundy color with black Landau top. A real beauty, low mileage. Lic. SUU 663.</p> <p>YOUR PRICE <b>\$2795</b></p>	<p><b>'66 OLDSMOBILE</b></p> <p>Delta Holiday Coupe. Air Conditioning, power steering, power brakes, automatic transmission. Fully equipped. White with blue bucket seats. One owner car. A gorgeous automobile. Lic. RTY 067.</p> <p>YOUR PRICE <b>\$2575</b></p>	<p><b>'66 BUICK</b></p> <p>Riviera Coupe. Air Conditioning electric windows &amp; seat, radio heater, power brakes, power steering, mag wheels, Strato seats. This is a real winner—low mileage. Stock P60.</p> <p>YOUR PRICE <b>\$3575</b></p>
<p><b>'64 OLDSMOBILE</b></p> <p>Starfire Coupe. Air Conditioning, electric windows &amp; seats power brakes, power steering, automatic transmission —loaded—loaded! Turquoise with black vinyl bucket seats. Local one owner car. Lic. KJE 853.</p> <p>YOUR PRICE <b>\$1695</b></p>	<p><b>'66 FORD</b></p> <p>Galaxie 500 Fastback Coupe. Air Conditioning, radio, heater power steering, power brakes, automatic transmission, low mileage —one owner car. Immaculate condition.</p> <p>YOUR PRICE <b>\$2195</b></p>	
<p><b>FINAL CLOSE-OUT DISCOUNT SALE ON ALL '67 OLDSMOBILES</b></p>		

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